

Application Serial No.: 10/632,003  
Attorney Docket No.: 0260256

**List of Claims:**

**Claims 1-73 (Cancelled)**

**Claim 74 (New):** A method of presenting media assets by a remote server to a user device, the media assets including a first media asset and a second media asset, the method comprising:

receiving a request for delivering a web page content to the user device having a processor and a memory;

determining whether the first media asset resides in the memory of the user device, in response to the receiving of the request;

if the determining determines that the first media asset resides in the memory of the user device, presenting the first media asset residing in the memory of the user device as part of presenting the web page content;

if the determining determines that the first media asset does not reside in the memory of the user device, presenting the second media asset residing in the memory of the user device as part of presenting web page content as a substitute for the presenting of the first media asset as part of presenting the web page content, wherein the second media asset requires a lower network bandwidth for delivery to the user device than the first media asset.

**Claim 75 (New):** The method of claim 74, wherein the determining of whether the first media asset resides in the memory of the user device includes: detecting a presence of a token corresponding to the first media asset.

**Claim 76 (New):** The method of claim 74, wherein the presenting of the second media asset includes combining the second media asset with additional information.

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**Claim 77 (New):** The method of claim 74, wherein the first media asset is a video and the second media asset is a photo.

**Claim 78 (New):** The method of claim 74 further comprising downloading the first media asset onto the user device prior to the receiving of the request for delivering the web page content to the user device.

**Claim 79 (New):** A remote server for method of presenting media assets to a user device, the media assets including a first media asset and a second media asset, the remote server comprising:

a processor configured to:

receive a request for delivering a web page content to the user device having a processor and a memory;

determine whether the first media asset resides in the memory of the user device, in response to the processor receiving the request;

if the processor determines that the first media asset resides in the memory of the user device, the processor is further configured to present the first media asset residing in the memory of the user device as part of presenting the web page content;

if the processor determines that the first media asset does not reside in the memory of the user device, the processor is further configured to present the second media asset residing in the memory of the user device as part of presenting web page content as a substitute for presenting the first media asset as part of presenting the web page content, wherein the second media asset requires a lower network bandwidth for delivery to the user device than the first media asset.

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**Claim 80 (New):** The remote server of claim 79, wherein the processor is configured to determine whether the first media asset resides in the memory of the user device by detecting a presence of a token corresponding to the first media asset.

**Claim 81 (New):** The remote server of claim 79, wherein presenting the second media asset includes combining the second media asset with additional information.

**Claim 82 (New):** The remote server of claim 79, wherein the first media asset is a video and the second media asset is a photo.

**Claim 83 (New):** The remote server of claim 79, wherein the processor is further configured to download the first media asset onto the user device prior to receiving the request for delivering the web page content to the user device.

**Claim 84 (New):** A method of presenting media assets by a user device having a processor and a memory, the media assets including a first media asset and a second media asset, the method comprising:

transmitting a request for a delivery of a web page content to a remote server;

determining whether the first media asset resides in the memory of the user device, after the transmitting of the request;

if the determining determines that the first media asset resides in the memory of the user device, presenting the first media asset residing in the memory of the user device as part of presenting the web page content;

if the determining determines that the first media asset does not reside in the memory of the user device, presenting the second media asset residing in the memory of the user device as part of presenting web page content as a substitute for the presenting of the first media asset as

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part of presenting the web page content, wherein the second media asset requires a lower network bandwidth for delivery to the user device than the first media asset.

**Claim 85 (New):** The method of claim 84, wherein a different page is created using a web browser of the user device if the determining determines that the first media asset does not reside in the memory.

**Claim 86 (New):** The method of claim 84, wherein a different page is created using a web browser of the user device if the determining determines that the first media asset resides in the memory.

**Claim 87 (New):** The method of claim 84, wherein the presenting of the second media asset includes combining the second media asset with additional information.

**Claim 88 (New):** The method of claim 84, wherein the first media asset is a video and the second media asset is a photo.

**Claim 89 (New):** The method of claim 84 further comprising downloading the first media asset from the remote server into the user device prior to the transmitting of the request for delivering the web page content to the user device.

**Claim 90 (New):** A user device for presenting media assets to a user, the media assets including a first media asset and a second media asset, the user device comprising:

a memory; and

a processor configured to:

transmit a request for a delivery of a web page content to a remote server;

determine whether the first media asset resides in the memory of the user device,

after the transmitting of the request;

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present the first media asset residing in the memory of the user device as part of presenting the web page content if the first media asset resides in the memory of the user device;

present the second media asset residing in the memory of the user device as part of presenting web page content as a substitute for the presenting of the first media asset as part of presenting the web page content if the first media asset does not reside in the memory of the user device, wherein the second media asset requires a lower network bandwidth for delivery to the user device than the first media asset.

**Claim 91 (New):** The user device of claim 90, wherein a different page is created using a web browser of the user device if the first media asset does not reside in the memory.

**Claim 92 (New):** The user device of claim 90, wherein a different page is created using a web browser of the user device if the first media asset resides in the memory.

**Claim 93 (New):** The user device of claim 90, wherein presenting the second media asset includes combining the second media asset with additional information.

**Claim 94 (New):** The user device of claim 90, wherein the first media asset is a video and the second media asset is a photo.

**Claim 95 (New):** The user device of claim 90, wherein the processor is further configured to download the first media asset from the remote server into the user device prior to transmitting the request for delivering the web page content to the user device.